Ensighten **Case Study**

Industry: **Software**
Company: **Major Software**

ensighten

Making data available and valuable across the global enterprise

One of the biggest challenges for complex, global enterprises is to make the abundant information contained across various databases available to its many business users. However, to make the data useful in such an environment, the data must be delivered in a consistent manner across multiple sites and multiple domains, and to users with varying needs. Creating a standard method for all business units to access and interact with the data is core to business intelligence.

Challenge: Tagging multiple sources of data to create a single interface of information

For this project, the global software company's retail and ecommerce business unit started small to prove the use case to the rest of the organization. With limited budget and only two staff members dedicated to the project, the business unit set out to transform the way their business users consume data.

The retail team, in combination with the digital reporting and analysis team, combined forces to unite all data relevant to the retail business into a single reporting interface.

The goal was to combine online data from the ecommerce site with performance data from brick and mortar stores, and from other retail touch points such as the gaming marketplace. The company needed a way to tag the different data properties, all with different end user needs, yet maintain a consistency of process.

Solution: Uniting all data types

Through the Ensighten platform, the global software company was able to define the data types and metrics they wanted to inform their reporting. These data types included forecast data, clickstream data, real-time clickstream data, social data, survey data, call center support data, supply chain and transactional data, fraud data, finance data, and performance data with Keynote.

Additionally, the company defined the key performance indicators to measure the data against, which included organic search results, paid search results, conversion rates, average order values, bounce rates, return rates and customer satisfaction.

Another goal was to enable business users to easily digest the data, and even export the reporting to PowerPoint if they needed to present information to other team members.

Ensighten's tagging solution enabled the business unit to meet all the objectives, within budget and time constraints.

Executive Summary

Challenges:

- Tag all properties in a consistent manner so that data is disseminated and consumed across multiple sites in a standard process

- Unite all data relevant to the company's retail business unit into a single reporting interface

- Complete project within budget limits and resource constraints

Solution

- With the Ensighten platform, the company was able to define the data types and metrics for consistent reporting into a single interface

Results

- Business unit can combine data sets across all retail touch points into useful actionable insights marketers can use to create relevant strategies

- Business users can easily digest the data, exporting reports into PowerPoint for department dissemination

- Project completed on time, within budget and with only two team members

"Ensighten has completely changed our ability to enable all of the digital tools we want to use."

**Senior Manager
Digital Analysis Services**

Results: Ability to generate data across touch points-in real time

This global software company gained immediate value from the Ensighten solution with five key benefits:

1. Agility to analyze and respond to consumer preferences in real time
2. Control over the way data is disseminated to business users
3. Business intelligence ownership, with easy access to actionable data
4. Data integration across all touch points, accessible within a single interface
5. Abstraction of data in order to report on KPIs

The company now has an extremely sophisticated yet easy-to-use way for business users to consume the large quantities of data generated from the breadth of digital tools they are using. Rather than logging into each tool separately, the company has leveraged Ensighten to combine data sets and produce useful, actionable insights for marketers.

> "Getting control of generating data while establishing privacy is really important, and Ensighten made this possible."
>
> **Senior Manager**
> **Digital Analysis Services**

About Ensighten

Ensighten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across every marketing channel and device. Using the company's Agile Marketing Platform (AMP), enterprises can now achieve true 1:1 marketing while accelerating the execution of their marketing initiatives and delivering superior user experiences.

Powered by its unique hybrid-tag technology, the Ensighten platform processes tag requests across 150+ countries, for companies transacting over $1.9 trillion in revenue. The world's leading brands (Microsoft, United Airlines, T-Mobile and Walmart) are achieving marketing agility through Ensighten's single line of code implementation.